



**GSA Greater Southwest Region**

August 1, 2001

Dear New Contractor,

The General Services Administration (GSA) has a marketing staff that uses various methods for advertising your products and we are here to help you. At GSA our number one publication is **MarkeTips**. **MarkeTips** is published every other month and reaches over 120,000 of the top Military and Federal decision-makers and buyers in the world. We have had great success with **MarkeTips**.

**We encourage all new contractors to participate in advertising through this medium currently at no cost. In-depth submission requirements are attached. It is suggested:**

- **Submit two color camera-ready shots/prints with your CD/floppy of your advertisement to be published.**
  - Advertisements must be sent as mail-in items but may be sent electronically or faxed to 817-978-3761, Attn: Sharon Strohecker, for early review. If sent electronically they must be in **TIF or EPS format and 300 d.p.i. only.**
  - If ZIP disks or Jaz disks are used, they will be returned to you if requested.
- **Only a ¼ or ½ page ad is acceptable.** Due to space limitations, no more than a **half (7.5"x 4.5" OR 3.5"x 9.5") or one fourth (3.625"x 4.5") of a page** may be accepted. If sent on a disc, please accompany the disc with two color printouts of the advertisement for review.
- **Advertisements are only accepted if the contract is in GSA Advantage!**

**Advertisements that do not adhere to the guidelines and specifications will not be printed.** It is up to the contractor to assure that proper material is submitted on ½ or ¼ a page format. Please review the guidelines at <http://regions.fss.gsa.gov/r07/7fx> for the most current version since the attached version is subject to change.

The "**on or before**" submission deadlines are as follows:

<b>Edition</b>	<b>Due to 7FXA</b>	<b>Theme</b>
Nov 2001	Aug 1, 2001	Advantage 6.0
Jan 2002	Oct 1, 2001	Expo 2002
Mar 2002	Dec 3, 2001	Environmental Products & Services
May 2002	Feb 4, 2002	Services
July 2002	Apr 1, 2002	Products (Schedules & Supply)
Sep 2002	Jun 3, 2002	E-Commerce

**U.S. General Services Administration**  
819 Taylor Street  
Fort Worth, TX 76102  
[www.gsa.gov](http://www.gsa.gov)

Approximately one-third of the magazine space will be dedicated to theme-related material. As such, the national **MarkeTips** editor may hold your advertisement for that upcoming theme. Therefore, this office cannot address whether or not the advertisement will “be in a specific edition.” The remaining space, after the theme material has been used, will be dedicated to advertisements and general articles. **Submission deadlines are subject to change without notice.**

It is suggested that upon receipt of this letter and after acceptance of your products/services in *GSA Advantage!*, your firm provide this office with your advertisement as soon as possible if you decide to submit. Once the material is received, the advertisement will be reviewed for acceptability for publication in the forthcoming issue of **MarkeTips**. You will be required to resubmit your advertisement for each issue (maximum of 3) that you want to be published in. It is highly suggested that a contact person and phone number be submitted with the material so contact may be established if necessary. All materials should be labeled with your firm’s name, address, phone and contract number.

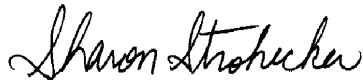
Please send information to:

GSA, Federal Supply Service, 7FXA  
Attn: Sharon Strohecker, MarkeTips Editor  
819 Taylor Street, Room 6A24  
Fort Worth, TX 76102

For questions, call me at (817) 978-2504; or email [sharon.strohecker@gsa.gov](mailto:sharon.strohecker@gsa.gov) .

Again, thank you for your cooperation and welcome to GSA.

Sincerely,



Sharon Strohecker  
Marketing Specialist (7FXA)  
GSA, Federal Supply Service

Attachment